Solarus®

**CASE STUDY:** SIP LONG DISTANCE

*Embracing New Technology*

AUGUST 2010

### *A Short History of Saddleback Communications:*

Saddleback Communications is an ILEC, located in Scottsdale, AZ. Formed in 1997 with the mission of upgrading and enhancing the quality of voice and data services available to local residents and businesses, Saddleback has done just that. They have built a rugged and self-healing telecommunications infrastructure that provides world class solutions for their customers. Perhaps the best example of what Saddleback Communications stands for is their mission stat*ement: "We provide innovative, highly reliable voice, data and information services to our Community, our Customers, and our Partners. Our goal is to help our Community prosper and provide a work environment that makes our Community proud."* Not much else needs to be said after that.

### *A Short Summary of the Solarus Story*

Solarus (formerly Wood County Telephone Company), is an ILEC located in central Wisconsin. Formed in 1897, Solarus has always made every effort to be an innovative and forward thinking company. Solarus began using IP long distance for its own residential and businesses in early 2005. After a successful flash cut at 8 a.m. on a Monday morning, the decision was then made to offer it on a wholesale basis to other Independents.

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## Long Distance Challenges

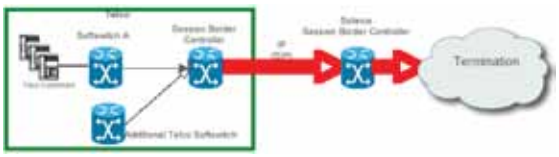
There is no perfect time to adopt a new technology. However, once a technology takes hold and becomes proven, it is our view that the early adopters will be the best positioned for the future. There is no question that ILEC business models need to change and lowering your costs with unregulated services need to be a part of that.

Saddleback shares this view. In their own words: *"Saddleback like Solarus, for years has figured that IP is king and is/will be used for all voice and data services. Solarus is a part of Saddleback, providing service not just here on the Tribal lands but throughout the Southwest region with our wholesalers. They sell a version of 'bring your own bandwidth' with an IAD and we build it back here to our softswitch and Solarus carries the call."* – SADDLEBACK COMMUNICATIONS, JULY 2009

Saddleback also thought the testing and setup of the service went very smoothly. *"We were very pleased with the Solarus approach to let us try it out and ensure all works well before we migrated our traffic over. It allowed us to do so at no risk. We today carry about half of all our outbound Toll with Solarus via SIP trunks. We have recommended Solarus to other ILECs."* – SADDLEBACK COMMUNICATIONS, JULY 2009

## Technical Overview

The technical aspects are very straight forward. A SIP trunk is built between Solarus and the IP Proxy of the telco. Traffic routed from this proxy to the Solarus network is terminated appropriately, either IP all the way or routed to the PSTN for termination – depending on whom the customer is calling.




Solarus engineers will analyze traffic routes, offer recommendations on equipment setup, and troubleshoot. Today we have worked with the majority of switch and SBC vendors and are continually adding to the list.

## Trial

As Saddleback's comments alluded to, we know that nothing we can write or say will be as convincing as actually utilizing the service and having it prove itself. That is why Solarus has always offered a risk free trial to any company interested in using SIP for their long distance. All we ask is that you pay for any traffic you send. There are no additional charges. Every single company that has done a trial with us has stayed as a customer. We hope to get the opportunity to work with you and earn your business. Please contact us with any questions or to get your trial started today!

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Learn more about Solarus SIP Call (218) 368-5175 Click solarus.net/biz/telco-services.php
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